

Bethia CHUA



Lecturer & Consultant, Smart Health Leadership Centre

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Profile

Bethia is currently a Lecturer and Consultant with the NUS-ISS. She has more than 12 years of healthcare, service innovation, marketing and business experience in both public and private sectors. Prior to joining NUS-ISS, Bethia has spent years in the public healthcare institutions specialising in business and technology innovation, operations transformation and service quality management. Bethia's people-centric disposition undergirds her involvement in numerous continuous improvement projects to improve patient's experience.

Before joining the healthcare industry, Bethia led marketing campaigns and branding strategies for the private sector. Being naturally inquisitive and armed with an entrepreneurial spirit, Bethia was a co-creator of a F&B joint in her early years. She enjoys the rigour of a start-up business and is resourceful in meeting its challenges.

Educational Qualifications/Professional Certifications

- Master in Health Administration, Flinders University, Australia
- BSc (Honours) Business Management, University of London

What I Teach

DIGITAL STRATEGY & LEADERSHIP

Business Process Reengineering

DIGITAL INNOVATION & DESIGN

Service Design

Smart Health Prof Dip – Capstone Module

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